



# **SOCIAL WORK: PROFESSION OF CHOICE**

**2016  
Annual Report**



Ce document est disponible en français

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# Canadian Association of Social Workers

## About CASW

The Canadian Association of Social Workers (CASW) is a federation of provincial and territorial social work organizations with its national office located in Ottawa. By joining the appropriate provincial/territorial organization, social workers automatically become affiliated with CASW. Individual memberships are available to social workers in provinces without partner representation in the Federation.

CASW was founded in 1926 and has completed 90 years of service to social workers and to the Canadian public.

The Board consists of a President and one representative from each partner organization. For one year immediately following her/his term of office, the Past President will also be a member of the Board of Directors.

## 2015-2016 Board of Directors

### Officers

President	Morel Caissie
Vice-president	Jan Christianson-Wood/ Margaret Kennedy
Secretary/Treasurer	Ray Pekrul/ Jan Christianson-Wood

### Board Members

British Columbia	Phyllis Nash
Alberta ( <i>as of April 1, 2016</i> )	Linda Golding
Saskatchewan	Ray Pekrul
Manitoba	Jan Christianson-Wood
New Brunswick	Karine Levesque
Prince Edward Island	Margaret Kennedy
Nova Scotia	James Gouthro
Newfoundland/Labrador	Joan Davis-Whelan
Northern Canada	Rachel Hollingshead



2015 CASW Federation in Charlottetown, PEI

## CASW Staff

Executive Director	Fred Phelps
Membership Coordinator	Sandra Veilleux
Administrative Coordinator	Kate Hudson
Social Worker: Policy & Communications	Sally Guy

# Provincial/Territorial Partner Organizations

## British Columbia Association of Social Workers

President	Michael Crawford
Executive Director	Dianne Heath
Telephone	604.730.9111
Fax	604.730.9112
Toll Free (BC only)	800.665.4747
Email	<a href="mailto:bcasw@bcasw.org">bcasw@bcasw.org</a>
Web site	<a href="http://www.bcasw.org">www.bcasw.org</a>

## Alberta College of Social Workers

President	Richard Gregory
Executive Director & Registrar	Lynn Labrecque King
Telephone	780.421.1167
Toll Free	1.800.661.3089
Fax	780.421.1168
Fax Toll Free	1.866.874.8931
Email	<a href="mailto:acswexd@acsw.ab.ca">acswexd@acsw.ab.ca</a>
Website	<a href="http://www.acsw.ab.ca">www.acsw.ab.ca</a>

## Saskatchewan Association of Social Workers

President	Kirk Englot
Executive Director & Registrar	Alison MacDonald
Interim Registrar	Faye Shuster
Telephone	306.545.1922
Fax	306.545.1895
Email	<a href="mailto:sasw@accesscomm.ca">sasw@accesscomm.ca</a>
Web site	<a href="http://www.sasw.ca">www.sasw.ca</a>

## Manitoba College of Social Workers

President	Richard De La Ronde
Executive Director & Registrar	Miriam Browne
Associate Director	Barbara Temmerman
Telephone	204.888.9477
Fax	204.831.6359
Email	<a href="mailto:info@mcsww.ca">info@mcsww.ca</a>
Web site	<a href="http://www.mcsww.ca">www.mcsww.ca</a>

## New Brunswick Association of Social Workers

President	Claude Savoie
Executive Director	Miguel LeBlanc
Registrar	Annie Rickett
Telephone	506.459.5595
Fax	506.457.1421
Email	<a href="mailto:nbasw@nbasw-atsnb.ca">nbasw@nbasw-atsnb.ca</a>
Web site	<a href="http://www.nbasw-atsnb.ca">www.nbasw-atsnb.ca</a>

## Nova Scotia Association of Social Workers

President	Lorna Griffin-Fillier
Executive Director & Registrar	Sheila McKinnon-Oke
Telephone	902.429.7799
Fax	902.429.7650
Email	<a href="mailto:nsasw@nsasw.org">nsasw@nsasw.org</a>
Web site	<a href="http://www.nsasw.org">www.nsasw.org</a>

## Prince Edward Island Association of Social Workers

President	Kelly MacWilliams
Telephone	902.368.7337
Fax	902.368.7180
Email	<a href="mailto:vrc@eastlink.ca">vrc@eastlink.ca</a>

## Newfoundland & Labrador Association of Social Workers

President	Mona Romaine Elliott
Executive Director & Registrar	Lisa Crockwell
Telephone	709.753.0200
Fax	709.753.0120
Email	<a href="mailto:info@nlasw.ca">info@nlasw.ca</a>
Web site	<a href="http://www.nlasw.ca">www.nlasw.ca</a>

## Association of Social Workers of Northern Canada

President	Vanessa Rankin
Executive Director	Debbie Janzen
Telephone	867.920.4479
Fax	867.669.7964
Email	<a href="mailto:ed@socialworknorth.com">ed@socialworknorth.com</a>
Web site	<a href="http://www.socialworknorth.com">www.socialworknorth.com</a>

# CASW Interest Groups & Ad-Hoc Committees

CASW Interest Groups provide a forum to advocate for interests of social work practice and to advise the national association on issues pertaining to policy, practice, education and research. Groups are composed of one representative for each CASW provincial/territorial member organization, the CASW Executive Director or alternate, and a CASW Board Liaison.

In 2015-16, the CASW Federation established three committees to review differing aspects of CASW operations including Interest Groups, Continuing Education and Governance (Board Committee) to improve effectiveness and engagement. All three committees are due to report their review and recommendations at the annual 2016 Joint meetings held in June.

## Health Interest Group

James Gouthro, Group Chair & CASW Board Liaison  
Nancy Baker (British Columbia)  
Alan Corbeil (Saskatchewan)  
Tracey Steele (Newfoundland & Labrador)  
Bobbi-Jo Flynn (Prince Edward Island)  
Merle Just (Northern Canada)  
Karine Levesque, CASW Board Liaison  
Morel Caissie, CASW President, Ex Officio  
Fred Phelps, Executive Director, Ex Officio

## Aboriginal Interest Group (inactive)

Janine Cunningham (British Columbia)  
Hazel Berg (Saskatchewan)  
Glenda Peebles (Manitoba)  
Cristine J. Rego (Ontario)  
Lorise Simon (New Brunswick)  
Joan Glode (Nova Scotia)  
Wendy Groves (Newfoundland & Labrador)  
Bonnie Nungnik (Nunavut)  
Anne Gill (North West Territory)  
Jayla Rousseau-Thomas (Yukon)

## Private Practice Interest Group


Barb Wilkins, Group Chair (New Brunswick)  
Mary Leslie (British Columbia)  
Jill Rodgers (Saskatchewan)  
Nelda Armour (Nova Scotia)  
Ruth Parsons (Newfoundland & Labrador)  
Joan Davies-Whalen (Newfoundland & Labrador)  
Morel Caissie, CASW President, Ex Officio  
Fred Phelps, Executive Director, Ex Officio

## Children's Issues Interest Group

Carol Ross (British Columbia)  
Connie Zacharias (Alberta)  
Noela Crowe-Salazar (Saskatchewan)  
Pat Zacharias (Manitoba)  
Valerie DeLong New Brunswick)  
Anniemieke Vink (Nova Scotia)  
Annette Johns (Newfoundland & Labrador)  
Margaret Kennedy, CASW Board Liaison  
Morel Caissie, CASW President, Ex Officio  
Fred Phelps, Executive Director, Ex Officio

## Social Policy Interest Group

Annette Johns (Newfoundland & Labrador)  
Merri-Lee Hanson (New Brunswick)  
Michael Crawford (British Columbia)  
Klaus Gruber (Saskatchewan)  
Jim Mulvale (Manitoba)  
Trish McCourt (Nova Scotia)  
Michelle Rabeau (Northern Canada)  
Ray Pekrul, CASW Board Liaison  
Morel Caissie, CASW President, Ex Officio  
Fred Phelps, Executive Director, Ex Officio



# CASW Interest Groups & Ad-Hoc Committees

*Continued*

## Ad-Hoc Federation and Board Committees

### **CASW Interest Group Review Committee**

Alison MacDonald (Saskatchewan)  
James Gouthro (Nova Scotia)  
Jan Christianson-Wood (Manitoba)  
Barb Temmerman (Manitoba)

### **CASW Continuing Education Committee**

Phyllis Nash (British Columbia)  
Ray Pekrul (Saskatchewan)  
Miguel Leblanc (New Brunswick)  
Sheila McKinnon-Oke (Nova Scotia)  
Lorna Griffin-Filler (Nova Scotia)  
Kelly MacWilliams (Prince Edward Island)

### **Board Governance Committee**

Phyllis Nash (British Columbia)  
Margaret Kennedy (Prince Edward Island)  
Karine Levesque (New Brunswick)

# President's Message 2016

It is by stating how proud I am of our professional organization and what we stand for that I preface this annual president's report. It is also with a sense of satisfaction that I want to highlight a few of the accomplishments of CASW over the past year. The list of projects, activities and tasks undertaken by our able staff, Board members and Federation committees is extensive and impressive as evidenced in the monthly activity reports.

When I began my first mandate as president in 2011, one of the major challenges facing CASW was our continued presence and representation in all regions of Canada. Both the Ontario Association of Social Workers and the Alberta College of Social Workers (ACSW) had just ended their long term affiliation with the CASW Federation as of March 31, 2011. The Board Members of the Quebec Association had made the same decision in 2006. The membership agreement at this period in time dictated that only social workers from partner associations had the status of affiliate members of CASW, with the fees being remitted on their behalf by their respective associations. In order to ensure that every social worker in Canada had the continued opportunity to support CASW, the only option available to the Board and Federation Partners was to provide an offering of individual memberships to those regions in Canada without federation membership.



*CASW President Morel Caissie*

Both the CASW Federation partners and the Board have remained steadfast in our belief that it is to our mutual interest to speak as a united profession, both on the national and international scenes. We collectively made it known that we were open to discussions and negotiations for reunification with the respective boards or councils from Quebec, Ontario and Alberta. It was with much optimism that we learned of the decision of the ACSW Council to consult their membership as to whether they wanted to again be part of the CASW federation. Following a comprehensive consultative process, ACSW President Richard Gregory advised CASW that their membership had asked the Council to undertake discussions with CASW so they could once again lend their voices and expertise to CASW's advocacy efforts and promotion of our profession on the national level. Because it was a shared goal of the leadership of our respective organizations, we brought about this collective goal through fair and transparent negotiations.

CASW has also made it known that we will continue to reach out to the two provincial Associations that remain outside our federation. It is our hope that, sometime in the future, their respective Boards will also consult their membership as to whether they would like to rejoin the Federation to which they once belonged and helped develop over a period of several decades. My strong belief in the value of our Federation has been enhanced over the years from hands on knowledge about what we achieve on a daily basis to promote our profession and advocate for social justice. I have also observed first hand that as individual social workers across this country become better informed about



# President's Message 2016

## *Continued*

CASW, they invariably appreciate the importance and value of our professional association, and given the opportunity, they want to be affiliated with our efforts. Communication is key and again, given the opportunity, CASW can make the case for a stronger and united professional organization.

CASW has experienced and will invariably continue to experience challenges which are inherent to a national professional association such as ours. We have a very diverse membership from coast to coast, and we have to continuously find ways to reach out to this membership through teamwork at the Federation level. The experience of being part of a team with common objectives is so gratifying, and we can be especially proud that we have transformed into a Board that makes all of our decisions by consensus. Our team is constantly changing as new members are elected or appointed to Boards and committees.

Ultimately, as members of a team, we all have the responsibility to keep the fire burning. We are the ones that speak on behalf of social workers across Canada and on behalf of our profession. It is because of this shared purpose that my sense of optimism and hope for a more humane, environmentally conscious, and just society has grown as we take note of what our profession can accomplish. Social workers can and do make a difference in the lives of the people we serve, and our professional Association also has an important role to play. That is why social work continues to be my profession of choice, and why I choose to be affiliated with and support my professional association.

The promotion of a Social Care Act by CASW is but one concrete and ongoing example of what we can do on the macro level to make a difference. I am optimistic about this most recent paper, which is the most recent step in a series of efforts relating to the Canada Social Transfer and the lack of accountability of governments in offering and delivering social programs across Canada. The Social Care Act paper is the work of Allan Moscovitch and Ginette Thomas from Carleton University with the collaboration of our long time policy advisor, and former President, Glenn Drover. We owe these scholars and social workers a debt of gratitude.

Notably, after our last annual meeting in Charlottetown, the CASW Board was contemplating ways to recognize the enormous contribution of Glenn as a researcher and advisor on social policy over a span of more than two decades. He was touted as an obvious candidate for the Outstanding Service Award given to one social worker in Canada every two years. It was with great sadness that we learned from Allan a few months later that his dear friend and colleague was suffering from a terminal illness. It was obvious that we needed to recognize this humble and dedicated social worker in a special way and to express to him, in a concrete fashion, our deep appreciation and affection. The Board decision to name our highest award the Glenn Drover Outstanding Service Award was unanimous. Glenn passed away on December 27, 2015. Glenn's legacy will live on and he will never be forgotten as we present this award in future years. As for the 2016 Award, the Board also thought it most fitting that it be given posthumously to Glenn Drover. Thus it was presented to his family in a special ceremony organized by the Eastern Branch of OASW in March 2016.

# President's Message 2016

## *Continued*

Besides our policy papers, there are numerous examples of our advocacy over the last year, including the work of interest committees and national coalitions with which we have varying levels of engagement. We have continued to support the leadership of First nations in their efforts to secure just and fair treatment as they face tremendous hardships. We support the Call to Action recommendations of the Truth and Reconciliation Commission. We support the implementation of Jordan's Principle. We support the decision of the Human Rights Tribunal in regards to the underfunding of child welfare for first nations communities. We have advocated and continue to advocate on behalf of refugees coming to our country as well as the millions that are displaced throughout the world. We have stated our positions on a number of public policies through our presentations at senate or parliamentary hearings as well as through numerous media releases. Our most recent discussion paper on physician-assisted death provides some direction as well as input to the decision makers as to the role of our profession in regards to this very important and sensitive subject.

The promotion of our profession through various means remains a high priority for CASW, including those activities related to National Social Work Month. Our posters, campaigns and webinars have all proven to be very popular with our members. Our negotiations with AON have resulted in strengthening insurance coverage for our members, as well as increased funding for sponsorships and scholarships. Our website has been revamped. Our on-line portal for private practitioners has been deemed a valuable resource for these social workers. Our media monitoring service is growing in popularity. Our liaison with a number of Coalitions and our willingness and ability to take on key roles within those coalitions has been instrumental in promoting the distinctive and important role of social workers in various fields of practice. Our interest committees and the Intersectoral Committee are also forums that allow and encourage increased engagement for the promotion of our profession on the national scene. Much of the credit for all of these initiatives goes to our able and competent staff as they work in collaboration with our national committees and the Board.



*CASW Staff team-building*

We have been very fortunate to have at the helm an executive director with exceptional skills and dedication. Fred Phelps not only met the challenge of transitioning the management and operations of CASW in accordance with the new governance model that the Federation adopted in 2011, but he has also succeeded in enhancing the profile of CASW on the national scene. Our policy and communications consultant, Sally Guy, contributes in great fashion to this enhanced profile as we benefit from her keen analytical and writing skills. Sandra Veilleux

and Kate Hudson provide the administrative support that is essential to meet the operational requirements of our national Federation and we are grateful for their commitment to excellence.



# President's Message 2016

## *Continued*

As my term as president of CASW comes to an end, my term as President of the Canadian Social Work Foundation does as well. It is not without some regret that the CSWF Board has in fact elected to disband the Foundation. Unfortunately, the investment in terms of time and resources over the years has proven to be too heavy a burden for our organization. The total amount of funds accumulated since our inception, which is approximately \$10,500, has been donated to the Muriel McQueen Fergusson Foundation. CASW has entered into an agreement with this Foundation whereby these funds will be used to provide a series of webinars on domestic violence and valuable training for social workers across Canada.

Finally, as I bid you adieu, I reflect once again on our theme, Social Work: Profession of Choice, and how I have been blessed to have chosen to make a career in social work. I am truly grateful for the opportunities I have had to serve on the respective Boards of NBASW and CASW over the years. I want to express my heartfelt appreciation for the support of so many colleagues and for the friendships that I will cherish forever. Warm regards to everyone, and my best wishes for the continued success of the CASW Federation.



Respectfully submitted  
Morel Caissie, MSW, RSW

# Statement of Revenue and Expenses

for the year ended March 31, 2016

## Revenue

Membership Fees .....	\$362,002
CSW Journal .....	\$11,939
Other Income .....	\$89,677
Interest Income .....	\$10,800
Aon Contributions.....	\$7,180
	<hr/>
	\$481,598

## Expenses

Salaries and benefits .....	\$187,735
Rent .....	\$73,765
Meetings and travel .....	\$49,040
Fees to other organizations.....	\$45,092
Office .....	\$21,040
FTSW Assessment Fees .....	\$11,200
Translation.....	\$10,711
Professional fees .....	\$9,944
CSW Journal .....	\$9,588
Website Development .....	\$7,243
Aon Scholarships.....	\$7,180
Telephone and Utilities .....	\$5,835
Amortization .....	\$3,853
Insurance .....	\$3,730
Advertising and Promotion.....	\$2,023
Interest Groups .....	-
Intersectoral Collaboration .....	-
	<hr/>
	\$447,979

Excess of Revenue over Expenses .....

	\$33, 619
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## Unrestricted Operating Fund

Beginning Balance .....	\$201,845
Excess of Revenue over Expenses .....	\$33, 619
	<hr/>
Balance Ending	\$235,464

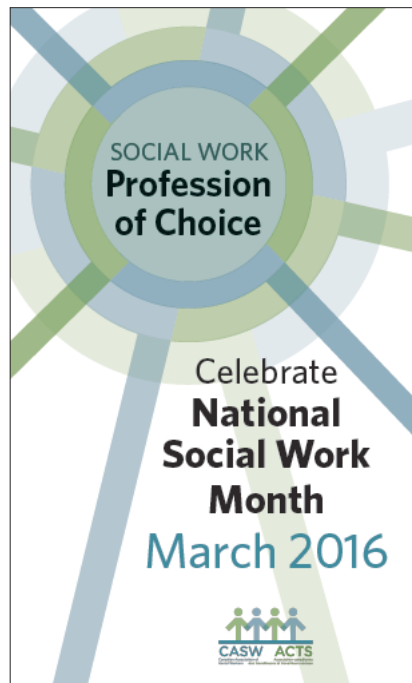
*This information has been extracted from the financial statements reviewed by Andrea Poole, CA. A complete financial statement is circulated to all member organizations.*

# Social Work: Profession of Choice

## I. Promoting the Profession

**Strategic Direction 1:** Help to meet challenges related to the status, morale and influence of social workers

**Strategic Direction 2:** Clear and positive image of the social work profession

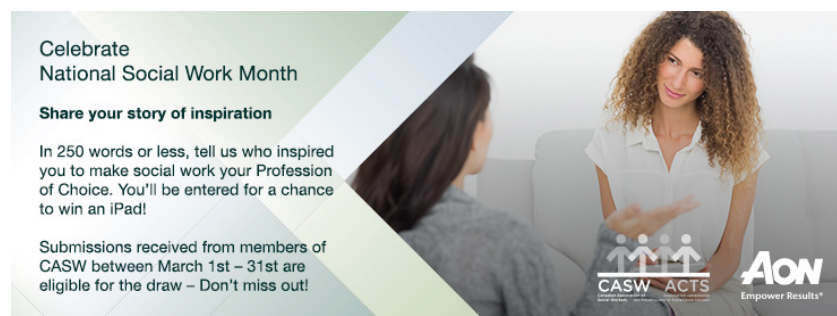


In 2015-16, the CASW federation chose to continue with the theme **Social Work: Profession of Choice** to promote the profession, and to support the work of advancing the ends and corresponding directions of the organization.

### National Social Work Month

To launch NSWM, CASW issued a Proclamation that communicated the profession's unique scope and significance, reiterating the profession's special emphasis on the social determinants of health.

CASW launched its 2016 national posters as well as its **Profession of Choice** social media campaign coordinated with Aon which asked social workers to share who had inspired them in their choice of career. The campaign garnered nearly 200 entries from all federation partners, and the stories of inspiration received almost 1500 views in both languages on CASW's website. Additionally, the submissions to last year's campaign have now received over 13,000 views.



*Just one element of the Profession of Choice campaign*

# Social Work: Profession of Choice *Continued*

## 2016 CASW Distinguished Service Award

In collaboration with CASW federation partner organizations, the 2016 CASW Distinguished Service Award winners were announced in during NSWM.

Each 2016 CASW Distinguished Service Award recipient has provided exceptional service to the populations they serve as well as upholding and exemplifying the best of our profession.

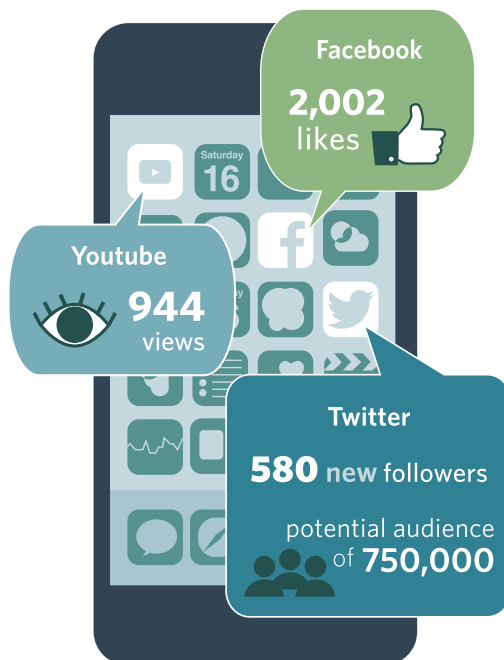
- Carol Ross, British Columbia Association of Social Workers
- Darlene MacDonald, Manitoba College of Social Workers
- Rina Arseneault, New Brunswick Association of Social Workers
- Shawna Hoyte, Nova Scotia Association of Social Workers
- Mary Beth MacMillan & John MacMillan, Prince Edward Island Association of Social Workers
- Charmaine Wight, Newfoundland and Labrador Association of Social Workers
- Heather Fikowski, The Association of Social Workers of Northern Canada
- Anne Mothersill, The Association of Social Workers of Northern Canada

## Social Media

CASW continues to build its on-line presence through social media. The CASW Facebook page was established in 2013, and has grown in the past operational year from 6248 likes to 8250. The culture of CASW's Facebook presence continues to reflect our priorities of promoting and strengthening the profession, and addressing issues of social justice.

To further develop the association's social media presence, CASW's Twitter (@casw\_acts) was established in March 2015, and has grown from 280 to 860 followers in the past operational year. Additionally, in this time, CASW's potential audience has grown from 121,986 to nearly 750,000.

CASW's YouTube channel (also established in March 2015) has experienced more modest growth, with an increase to 1520 views from 576 in the last operational year. CASW's YouTube presence will steadily grow as CASW builds a library of continuing education videos to support ongoing professional development of membership.



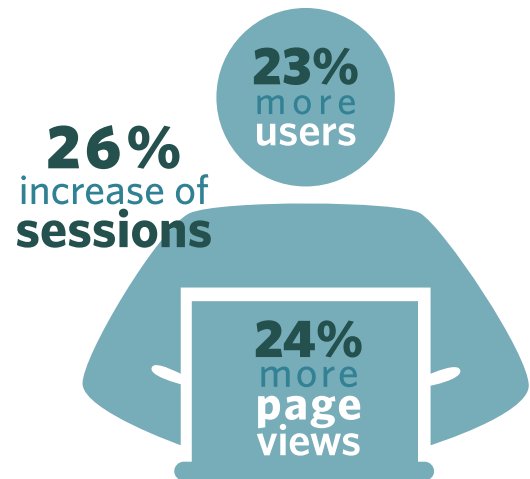
# Social Work: Profession of Choice *Continued*

## CASW Website

The CASW website remains our priority gateway to present and promote the profession and is continuously evaluated and upgraded to address new and emerging trends. To this end, in this past year, CASW has undertaken a full content gap analysis as well as major work on the website's navigation and login systems with the intention of launching a simpler, clearer, and refreshed website in late 2016.

Maintaining the priority of continuous improvement for the CASW Website is reflected again this operational year by a significant increase in traffic. Specifically the CASW website realized a 25.75% increase of sessions from 2014-15 (252,647) to 317,713 in 2015-16.

The number of users was up by 23.37% (195,004 to 240,586) and the number of page views is also up 23.95% (523,457 to 648,602). Additionally the bounce rate was lowered 1.44% in 2015-16 however at 62.75% it is clear that improvements in content and navigations are required to hold traffic on the website.



## II. Strengthening the Profession

**Strategic Direction 1:** Help to meet challenges of recruitment of members to provincial/territorial associations.

**Strategic Direction 2:** All social workers have access to a broad base of information they need to enhance their practice.

**Strategic Direction 3:** Promote membership both individual and partnership.

In 2015-16 CASW continued to build its offerings of online educational opportunities to support members in meeting their respective continuing education obligations. In terms of strengthening the CASW federation, in 2015-16 the CASW federation successfully negotiated the return of the Alberta College of Social Workers (ACSW) beginning April 1, 2016. The return of ACSW to the CASW federation is a credit to their leadership and membership and serves to strengthen the social work association voice on the national level. In terms of individual membership in CASW, in 2015-16 CASW maintained 678 active members with the vast majority in Ontario.

# Social Work: Profession of Choice *Continued*

CASW experienced a significant loss in 2015-16 with the passing of Dr. Glenn Drover. Glenn steadily volunteered his experience and skills in the development of public policy to CASW that served both promote social justice and strengthen our professions voice on the national stage.

Consequently in 2016, the CASW Board renamed its highest honour **The Glenn Drover National Award for Outstanding Service**.



*Dr. Glenn Drover, 2016 recipient of the CASW National Award for Outstanding Service*

## **The Glenn Drover National Award for Outstanding Service**

Previously titled the *CASW National Award for Outstanding Service*, the award was renamed in honour and in memory of the 2016 recipient, Dr. Glenn Drover. Dr. Drover was an academic, administrator, researcher, and advocate, and played such an important part in furthering the profession of social work.

## **Continuing Education - Webinars**

In partnership with Muriel McQueen Fergusson Centre for Family Violence Research (MMFC) and NBASW, CASW delivered the Family Violence through a Trauma Informed Approach Webinar in both official languages.

CASW also partnered with BCASW in delivering Ending Client Relationships Webinar that explored various ending scenarios and focused on the importance of client engagement, empowerment and ownership of the 'fruits' of the time spent together in endings.

Finally, in partnership with its national liability insurance carrier, Aon, CASW presented - Delivering Protecting Yourself First - Understanding Professional Liability Insurance.

## **Benefits of Membership**

- Private Practice Portal - CASW proudly launched a Private Practice Portal for Social Workers available only on its Members Site that provides a wealth of information to help social workers begin, grow, diversify, and close a private practice.
- CASW renewed our national liability insurance program with Aon with a negotiated increase from \$4 to \$5 million in both Professional and General Liability as well as an increase of legal expense coverage to \$200,000 for the lowest annual fee of \$125.
- CASW Reporter circulated monthly to over 10,200 members that updates members on CASW initiatives and national resources.
- CASW's Media Monitoring Service - a daily e-mail service of national news relevant to the social work profession received by nearly 800 individuals and policy decision makers.

# Social Work: Profession of Choice *Continued*

- CASW provides a national representation on coalitions and sustained lobbying to the Parliament of Canada. In 2015-16 CASW issued 20 releases on issues that impact the profession and people we serve.
- CSW Journal – published in October of each year and available to federation members on the CASW Members Site and on-line to subscribers. For subscribers, EBSCO carries the CSW Journal in searchable full-text and was viewed a total of 1812 times in the 2015-2016 operational year.

## Services

- CASW completed 102 individual assessments of applicants from 33 different countries seeking equivalency of their internationally obtained social work education to Canadian standards. This CASW service is recognized by all provincial and social work regulatory bodies in Canada with the exception of Québec and British Columbia.
- CASW created online individual membership application forms and launched on-line payments.
- CASW CiviCRM Data management system fully operational. Allowing CASW to eliminate the use of a list serve service and have full control over all electronic communications to membership, media, coalitions, parliamentarians, and stakeholders. CiviCRM also allows CASW the ability to provide analytics on all electronic communication to advertisers.



## III. Pursuit of Social Justice

**Strategic Direction 1:** Policy makers will understand the impact of policy decision on social justice.

**Strategic Direction 2:** Social service development will be responsive to the social needs of Canadians.

CASW remains committed to social justice with 2015-16 being a seminal year given opportunities to influence two drastically differing federal Budgets as well a federal election.

This past operational year was also eventful in terms of social policy, with the release of CASW's major paper *A New Social Care Act for Canada* and connected advocacy initiatives, as well as continuing engagement in many coalitions on the national level. A few key areas are highlighted below.

# Social Work: Profession of Choice *Continued*

## A New Social Care Act for Canada

- CASW released the major social policy paper, *A New Social Care Act for Canada (SCA)*, which was announced through CNW across Canada reaching a total potential audience of 90,688,985.



- CASW sent letters to over 30 national organizations making them aware of SCA with CASW receiving strong endorsements including from the Mental Health Commission of Canada and Canadian Physiotherapy Association.
- CASW representatives met with 15 MPs from all three major political parties on the SCA with all expressing support. CASW continues to work with Member of Parliament - Andrew Leslie (Lib) - Chief Whip to determine a legislative track for SCA.
- CASW met with senior policy advisors of the National Union of Public and General Employees (NUPGE) to explore their interest promoting the SCA.

## CASW Advocacy Highlights

- CASW issued a Statement of Principles on Assisted Dying.
- CASW Budget Reaction 2015 - A 'Robin Hood' Reversal that provided tax breaks for Canadians least in need at the expense of middle and low income Canadians, while neglecting our long term future.
- CASW witnessed at the Standing Committee on Human Resources, Skills and Social Development and the Status of Persons with Disabilities, with Dr. Jim Mulvale and Sally Guy providing a social work perspective to its study: *Exploring the Potential of Social Finance in Canada*.
- CASW developed an Election 2015 Hub with information and resources relating to the federal election including a Report Card on the major political parties' platforms



*CASW Executive Director presenting to the Standing Committee on Finance.*

- CASW presented to the new Liberal Government its Pre-Budget submission at the Standing Committee on Finance with three main recommendations: 1) Implement a new Social Care Act for Canada, 2) Consider the potential of a basic income, 3) Make targeted investments to support Canada's evolving needs. CASW Pre-budget submission and Social Care Act referred to in Standing Committee Pre-Budget Report.
- CASW issued release on Guaranteed Income - Deeply Encouraged by Dialogue on Guaranteed Income - which led to a Globe and Mail interview on basic income and seniors.

# Social Work: Profession of Choice *Continued*

- CASW issued open letters to six new Liberal Cabinet members including Prime Minister Trudeau.
- CASW released Seeking Accountability: CASW Welcomes Liberal Party of Canada's Promise of Change.



- CASW attended Budget 2016 on Parliament Hill in lock-up. CASW provided immediate response to media completing interviews with CPAC, Canadian Press, Hill Times, and IPolitics. CASW Policy Interest Group convened to develop and issue news release - Budget 2016 a Breath of Fresh Air.
- CASW contributed to the dialogue on the importance of supporting refugees by issuing a statement on the Refugee Crisis.

## Indigenous

- CASW Released Anticipating Action: CASW Welcomes Inquiry into Missing and Murdered Indigenous Women and Girls.
- In a press release, CASW affirmed the 94 Calls to Action advanced in Honouring the Truth, Reconciling for the Future, the Truth and Reconciliation Commission of Canada's (TRC) final report.

## Children and Youth

- CASW Applauds Federal Government's Action to End Violence against Children.
- CASW endorsed the Blueprint for Canada's National Action Plan on Violence Against Women and Girls coordinated by the Canadian Network of Women's Shelters and Transition Houses.
- CASW President attended National NGO Forum for a Canadian Commissioner for Children and Young People at the Université de Moncton.
- Margaret Kennedy attended the inaugural meeting of the National Guidance and Implementation Committee (NGIC) for the development of Pan Canadian Guidance on Family Violence.
- Adoption Council of Canada - attended conference that explored best practices to find permanent families for vulnerable Canadian children and youth with disAbilities.
- On the recommendation of the Children's Interest Group, CASW endorsed a Shared Framework for Building an Early Childhood Education and Child Care System for All drafted by the Child Care Advocacy Association of Canada.

# National Coalitions & Strategic Alliances

In addition to the noted strengthening, promoting and advocacy actions initiated by CASW, it also works with strategic alliances and coalitions to advance the ends of the organization.

## Coalition Highlights

### Health Action Lobby (HEAL)

HEAL is a national coalition committed to sustaining and enhancing the health of Canadians, and in the continuous improvement of fair, equitable, efficient and effective health services and systems.

HEAL launched 'The Canadian Way' in December 2014 to collectively influence the 2015 federal election and was promoted by the majority of HEAL members via CNW in late September 2015.



*CASW Executive Director facilitating discussions at a 2015 Faces of Mental Illness Roundtable*

### Canadian Alliance for Mental Illness and Mental Health (CAMIMH)

CAMIMH is a non-profit organization comprised of health care providers as well as organizations which represent individuals with lived experience of mental illness.

As Chair of the CAMIMH Public Affairs Committee – the CASW Executive Director facilitated 'Roundtable' discussions with 2015 Faces of Mental Illness, CAMIMH members and federal government Deputy Ministers and Directors on ways federal departments can better coordinate efforts and resources to improve services and outcomes.

CAMIMH PAC Public Affairs Committee is developing a CAMIMH consensus position on Mental Health to influence the next Health and Social Accord. The Mental Health Now! Consensus statement will be ready for membership review in Spring/Summer 2016.

CAMIMH held the Champions of Mental Health Awards as part of Mental Health Week (May 4 to 10). Their Excellencies the Right Honourable David Johnston, Governor General of Canada, and Mrs. Sharon Johnston attended the 13th Champions of Mental Health Awards Gala, with an award named in her Excellency's honour.

CASW Executive Director elected for two-year term as CAMIMH Chair for the Champions and Faces of Mental Illness signature events.



*Her Excellency Mrs. Sharon Johnston at the Champions of Mental Health Awards Gala.*

## Demand a Plan

### Demandaplan.ca - Canadian Medical Association - Strategic Alliance

CASW co-chaired the Demand a Plan (demandaplan.ca) initiative alongside the Canadian Medical Association calling for a National

# National Coalitions & Strategic Alliances

## *Continued*

Seniors Strategy. Nearly 31,000 Canadians have added their voices thus far. In CASW's capacity as Co-Chair, CASW Executive Director presented at roundtable on senior's issues and attended Council of the Federation (COF) July meetings in Newfoundland alongside CMA to encourage the continued prioritization of seniors care by Canada's Premiers.

### United towards a Health Accord

CASW was invited by the Canadian Federation of Nurses Unions (CFNU) to attend a full day discussion on a new Health Accord.

CASW's proposed 'Social Care Act' was presented by the facilitator as part of the opening presentation to help frame the discussion. To this end CASW successful in influencing the discussion to be reframed into a Health and Social Accord, firmly linking the document to the social determinants of health.

### Canadian Coalition for Public Health in the 21st Century (CCPH21)

In December 2015, members met to review proposed 'Guaranteed Annual Income' and Poverty Reduction Strategy that will become CCPH21's primary advocacy ask in 2016 - this ask is strongly based on CASW's paper on Promoting Equity.

### G8

G8 is a group of national health care professional associations who work collaboratively on health initiatives. In 2014, the G8 began a collaboration with the Canadian Life and Health Insurance Association (CLHIA) to develop a guidance document for providers to consider when providing services covered by extended healthcare plans. A September 2015 G8 meeting focused on creating a document titled Supplementary Health Insurance Explained for Healthcare Professionals.

### Coalition Memberships

- Canadian Harm Reduction Network
- National Association Active in Criminal Justice
- Child Welfare League of Canada
- Adoption Council of Canada
- Campaign 2000
- Canadian Alliance on Mental Illness and Mental Health
- Canadian AIDS Treatment Information Exchange
- Canadian Centre for Policy Alternatives
- Canadians for Tax Fairness
- Canadian Coalition for Public Health in the 21st Century
- Canadian Coalition for the Rights of Children
- Canadian Coalition for Seniors' Mental Health
- Canadian Harm Reduction Network
- Canadian Primary Health Care Research Network
- Child Care Advocacy Association of Canada
- Child Rights Education for Professionals
- Dignity for All: The Campaign for a Poverty-Free Canada
- Egale Canada
- Group of 8 Health Professions
- Health Action Lobby
- International Social Services
- National Alliance for Children and Youth
- National Initiative for the Care of the Elderly (A National Centre of Excellence)
- Partners for Mental Health
- Promoting Relationships and Eliminating Violence Network (PREVNet)
- Quality End-of-Life Care Coalition
- Up For Debate

# Canadian Social Work Journal

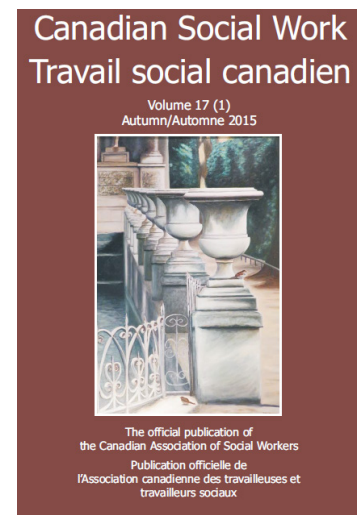
## Co-Editors

2015 Journal: Karen Schwartz & Elizabeth Sheppard Hewitt

2016 Journal (Forthcoming): Glen Schmidt & Nuelle Novik

## Editorial Board

- Caroline Corbin (Manitoba)
- Donna Ronan (Newfoundland & Labrador)
- Géraldine Poirier Baiani (New Brunswick)
- Isabel Lanteigne (Francophone Representative)
- Kelly Cooper (Northern Canada)
- Selvi Roy (Prince Edward Island)
- TBA (Nova Scotia)
- Jan Christianson-Wood, CASW Board Liason
- Morel Caissie, CASW President (ex-officio)
- Fred Phelps, CASW Executive Director (ex-officio)



## Project Coordinator Report

It has been a year of transition for the Canadian Social Work Journal, as we said goodbye to our two longstanding Co-Editors. Karen Schwartz, who served on the CSW Editorial Board from 2010 to 2015, and Elizabeth Sheppard Hewitt, who served from 2012 to 2015, were huge assets to the publication. Under their leadership, the Journal maintained its status as a vibrant and informative resource for social workers across Canada. CASW deeply values their contribution, and they will be sorely missed. This change did, however, allow CASW to welcome Professor Nuelle Novik and Professor Glen Schmidt into the Co-Editor roles.

Dr. Novik is an Associate Professor with the Faculty of Social Work at the University of Regina, and a Registered Social Worker in the province. She has been actively involved with the Saskatchewan Association of Social Workers for many years, and prior to that, served as the President of ASWNC (Association of Social Workers in Northern Canada) for five years. She also served as a Board Member of CASW from 1998-2001. Currently, her research and writing is focused on older adults and the aging process, rural and remote practice, mental health, food security, and end-of-life care. Novik continues to practice social work, and works as a contract counsellor at Family Service Regina on a part-time basis. She has presented a number of papers at academic conferences nationally and internationally, and frequently facilitates local practice-based workshops.

Dr. Schmidt is a Professor at the University of Northern British Columbia, with a special interest in northern and remote social work practice and issues such as the recruitment and retention of social workers, service delivery methods, and aspects of mental health and child welfare practice. Schmidt has previously served on the Board of the British Columbia Association of Social Workers, as well as on the Board of the BC College of Social Workers, and the National Board of CMHA. Additionally, Schmidt is currently a member of the Commission on Accreditation for the Canadian Association of Social Work Education, and he also maintains his status as a Registered Clinical Social Worker in the province of BC.



# Canadian Social Work Journal *Continued*

Dr. Schmidt and Dr. Novik's breadth of knowledge and experience, along with their commitment to the values and principles of the social work profession, will undoubtedly ensure the continued quality and vibrancy of the journal. The first edition of Canadian Social Work to be published under their leadership will appear in October 2016.

We look forward to the future of the Canadian Social Work Journal under their able leadership.

Sally Guy  
Project Coordinator

## **Co-Editor Report**

While change brings certain challenges, this transition in CSW leadership has also afforded a natural opportunity to pause and reflect on the goals and outcomes of the Journal. Under Karen and Elizabeth's deft direction, a new, more inclusive process of article assessment was implemented and with this administrative element now running smoothly, it is the perfect time to consider some of the broader challenges facing the Journal.

Indeed, every year it is increasingly difficult to solicit submissions. With the boom in easily accessible articles, blogs, and continuing education available online in recent years – often free of charge – maintaining relevance in our technologically advancing world will continue to be a priority. Additionally, with the reality of many workplaces, social workers have less time than ever to devote to independent study and writing.

To address these concerns, we launched a re-branded call-for-articles, noting CSW's openness to work with BSWs and students – not only MSWs or academics – and opened a new submission category for Project Descriptions. With this category, the Editorial Board hopes to garner submissions from those practitioners who would like to spread the word about exciting or emerging projects, without the constraints and expectations of traditional research articles. With that being said, if you would like more information about the Journal and how to submit, do not hesitate to visit [casw-acts.ca](http://casw-acts.ca) or e-mail [casw@casw-acts.ca](mailto:casw@casw-acts.ca) for more information.

We would also like to welcome Géraldine Poirier Baiani, who has joined the Editorial Board from New Brunswick, as well as say goodbye to Elaine Campbell from Nova Scotia. Elaine served as a dedicated member of the CSW Board since 2014. At this time, we are seeking Elaine's replacement, and invite those interested to please contact the Nova Scotia Association of Social Workers. Of course, we would also like to thank Project Coordinator, Sally Guy for her support, dedication, and hard work; as well CASW Executive Director Fred Phelps for his ongoing leadership.

We look forward to publishing another excellent edition of Canadian Social Work in October 2016.

Respectfully submitted,

Nuelle Novik, MSW, PhD, RSW  
Co-Editor CSW

Glen Schmidt, MSW, PhD, RSW  
Co-Editor CSW

# Canadian Social Work Foundation

## Canadian Social Work Foundation Comes to a Close: New Beginnings with the Fergusson Foundation



*CASW President Morel Caissie presents CSWF cheque to Noreen Bonnell, President of the Fergusson Foundation.*

The Canadian Social Work Foundation (CSWF) came to a close on April 1, 2016. CASW was pleased to announce a Memorandum of Understanding with the Fergusson Foundation to provide ongoing continuing educational opportunities to the social work profession through the Muriel McQueen Fergusson Centre for Family Violence Research (MMFC).

The funds allocated by CSWF will be known as the MMFC Webinar Series Grant, and will be awarded annually by the MMFC in consultation with CASW, and on the recommendation of the MMFC Board, to presenters and researchers who meet an established set of criteria.



# International Federation of Social Workers

I want to preface my report to the CASW Federation by stating that it has been a distinct privilege, as well as a learning experience, to have served as a member of the IFSW Executive Committee over the past five years. My term as President for the North American Region of IFSW ends in June of 2016. The in-coming president of CASW will replace me as a member of the Executive committee and assuming the position of member-at-large for North America. Furthermore, Dr. Darrell Wheeler, president of NASW in the United States, will be assuming the position of President for North America for the next two years. In this report, I will highlight a few of the initiatives that IFSW has been involved in over the past year, as well as a few resolutions that will be brought forward for consideration and adoption at the next General Assembly scheduled for June 2016.

## **IFSW Policy on Social Work and International Trade Agreements**

International trade agreements are being negotiated throughout the world. These currently include the TPP (Trans-Pacific Partnership), TTIP (Transatlantic Trade and Investment Partnership) and TISA (Trade in Services Agreement). The aim of these agreements is to enable free movement of trade and services across national borders. There are several major areas of concern in the development and implementation of these agreements that give rise to concern about the future of social work services throughout the world. IFSW advocates for good global governance based on human rights, social justice and environmental sustainability. These trade agreements prioritize profit over the wellbeing of people and the planet's resources. Sustainable and peaceful global international trade needs to be founded on the principles of human rights; fair pricing; just international standards of labour; enforced corporate social responsibilities; capacity building for developing countries; and agreed forms of dialogue underpinning supply and demand agreements, thus enabling all parties to participate and share in benefits.

## **IFSW Policy on Social Work assessment and services being conducted in countries other than where the social worker resides and is qualified to practice.**

International assessments have become an increasing part of the work undertaken by social workers all over the world. It is a result of the increased movement of people, either as economic migrants or refugees. As families disperse some family members become separated either through age and vulnerability, like children or older people, or become physically or mentally ill and require care services which may be more appropriately be provided in one country rather than another. The purpose of this policy is to ensure better decision making by third parties and securing human rights and social justice. We need to increase our global social work knowledge within IFSW and to make it available to social workers throughout the world, increasing awareness of the impact on people of our increasing globalization both on the lives of individuals but also on their communities.

## **IFSW Indigenous Social Workers Caucus Committee**

It was in 2004 that the General Assembly of IFSW adopted a Policy on Indigenous People which was widely celebrated amongst the indigenous social work community. This policy validated a number of indigenous social work developments. It stated that Indigenous social workers can play an essential role in defining and resolving issues that concern indigenous peoples and that that they are best suited to take the lead in developing initiatives and services for indigenous peoples. Following the 1st Indigenous Voices in Social Work conference in Hawai'i in May 2007, the Aboriginal Social Workers Society in Manitoba was among the three organisations leading the challenge to assert their identity as indigenous peoples within the social work profession

# International Federation of Social Workers

## *Continued*

and within the practice of social work. The unique indigenous voice within the social work profession was reaffirmed at the 2nd Indigenous Voices in Social Work conference in 2013 held in Winnipeg. The establishment of an indigenous committee was proposed to address the issue of indigenous representation within IFSW and to assist with policy statements of IFSW, UN and within the global social work community.

A subsequent motion to form an Indigenous Social Workers Caucus Committee was supported and passed by the IFSW General Assembly in 2014 at Melbourne, Australia. Rose Henderson from New Zealand and I worked over the last several months to develop the terms of reference for this committee in consultation with a number of aboriginal social workers from the Aotearoa New Zealand Coordinating Body. The consultative process is still underway with members globally and a proposal will be submitted for consideration at the General Assembly in Seoul in June 2016.

### **The Global Agenda Observatory on Promoting the Dignity and Worth of People.**

The Global Agenda Observatory is the mechanism for monitoring and reporting on the implementation of The Global Agenda commitments. The purpose is to gather evidence about the activities of social workers, educators and social development practitioners, who support the implementation of the Global Agenda around the world. It is deemed important to give visibility and credibility to these concrete initiatives and thus promote further action. The reporting is structured around the four themes of The Global Agenda. The second theme (2014-2016) is Promoting the Dignity and Worth of People. CASW contributed to the Global Observatory as we reported on our advocacy for a Social care Act and a guaranteed annual income. The Global Observatory report will be published as a supplement to the International Social Work journal at the Seoul world conference in June 2016.

### **Review of the IFSW Constitution and By-Laws:**

The review of the IFSW constitution and by-laws was initiated in 2014. A sub-committee co-chaired by Daniel Asieudu from Ghana and I undertook the review process, which was extensive. A series of drafts were developed and circulated for feedback from all the members of IFSW. The final draft of proposed amendments was provided to the members at the end of March and its adoption will require a 75% majority vote at the General Assembly in Seoul. Proposals include a number of deletions of articles or by-laws that are deemed no longer relevant nor applicable. Many of the proposed changes are designed to increase accountability and operational functionality of IFSW. Some articles or by-laws were deemed too prescriptive under a governance policy model. The review included an updating of the IFSW policy and procedures manual thus providing for more flexibility in the continued maintenance, monitoring and adaptation of operational procedures.



### **World Social Work Day 2016**

The IFSW poster for this event was translated into 40 different languages and throughout the world members championed our theme of Promoting the Dignity and Worth of the Person. Special United Nations events were also held in Geneva, New York and Nairobi. I participated in the events in Geneva in 2015 as well as Social

# International Federation of Social Workers

## *Continued*

Work Day at the UN in New York in 2016. After the meetings at the UN in New York, I participated along with the IFSW President and Secretary General in a series of meetings with the NASW president and ED as well other senior NASW and UN officials to strategize and pursue common objectives.



*President, Morel Caissie, with IFSW Colleagues during World Social Work Day in New York.*

### **Advocacy on the Global Front**


IFSW brought social workers together to plan and take action on the refugee crisis; worked with our global partners preparing the 2016 and 2018 Joint World Conferences; made statements highlighting human rights conditions; and promoted social work internationally on BBC World and through our media partnership with The Guardian. The Federation also held four successful regional conferences in Africa, Asia-Pacific, Europe and Latin America / Caribbean. Each of these conferences strengthened networks between members and held special workshops on developing the regions. We also launched the 'IFSW Bookshop,' which provides all members with a place to publish books and journals relevant to international social work audiences. In partnership with our Greek member IFSW brought together social work representatives from the austerity affected countries for joint planning, activities, shared learning and solidarity. In March a symposium on the social work response to the refugee crisis was organised in partnership with our Austrian member. Representatives from all involved countries met to strengthen social work's capacity to support the refugees and to champion and model a process that sets an example for other NGOs and Governments to follow.

### **IFSW Human Rights Commission**

It was with great pride that CASW's nomination of Dr. Colleen Lundy to represent North America on the IFSW Commission was accepted in January 2016. Dr. Lundy has served on this commission previously from 2005 to 2009. She has numerous publications on human rights including a book entitled *Social Work, Social Justice and Human Rights: A Structural Approach to Practice*, 2nd edition, Toronto: University of Toronto Press, 2011, 384 pages. She also contributed a chapter on human rights in the 2006 text published by IFSW - Nigel Hall (ed.), *Social Work Around the World*.

### **2016 General Assembly and Joint Social Work Conference**

The 2016 General Assembly of IFSW is scheduled from June 20 to June 26 in Seoul, South Korea. I will be participating in this General Assembly where I will be presenting a few reports such as the constitutional review, as well as the terms of reference for an indigenous social workers caucus committee. There are currently 120 member countries in IFSW, and new members recently accepted over the past year are from India, Greece, Panama and Haiti. Following the general meetings, we will hold our Joint Social Work World Conference, bringing together hundreds of social workers, researchers, teachers and those who work in the huge variety of social work services around the world.



# International Federation of Social Workers

*Continued*

Finally, I wish to invite everyone to visit the IFSW website to learn more about the important work and contribution of social work and social development all over the globe. For general inquiries to IFSW, please e-mail [global@ifsw.org](mailto:global@ifsw.org). You can also join IFSW Connect, which is the largest online community of social workers offering its members the ability to share, discover, and engage with networks as you share resources with colleagues from around the world.



Morel Caissie, President for North America  
IFSW Executive Committee

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